

Alanna L. Hartzell

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Education

DeSales University, Center Valley, PA

Expected Graduation: May 2024

- Bachelor of Science in Marketing, Data Analytics Track
- Study Abroad Semester in Rome, Italy
- GPA 3.6

August - December 2022

Technical Skills

- Microsoft Office Specialist
- Proficient in Microsoft Word, Excel, PowerPoint, Azure, Minitab, Tableau, SQLite, Blue Prism, UIPath, AWS Educate
- Proficient in Instagram, Facebook, Snapchat, and Twitter

Experience

Northwestern Mutual, Center Valley, PA

September 2023 - Present

Financial Representative Intern

- Build client relationships through prospecting and networking.
- Call on potential clients and set up meetings to understand their financial goals.
- Prepare financial plans and offer useful recommendations.

Edgewater Bulk Transport Inc, Walnutport, PA

May 2023 - August 2023

Administrative Dispatch Assistant

- Develop Excel spreadsheets to be implemented into daily work practices to increase efficiency.
- Input truck loads into an online transportation dispatch management system and email carriers.
- Implement advertising and marketing strategies.

7 Deadly Spins Fastpitch, Whitehall, PA

October 2020 - August 2023

Camp Director and Instructor

- Direct a team of instructors throughout several week-long youth camps.
- Plan and demonstrate relevant softball-specific drills to fellow staff and students.
- Administer student check-in and operate a cash register.

The Social Station, Allentown, PA

October 2021 - June 2022

Review And Stream Specialist

- Respond to customer reviews and inquiries from restaurants, salons, and Hilton brand hotels.
- Developed professional business writing skills used to contact customers and clients.
- Engaged in social media conversations and responded to users via Twitter and Instagram.

Campus Engagement & Achievements

Kappa Xi Chapter of Delta Mu Delta International Honor Society

February 2023

IDEAS Club, Member

September 2022 - Present

Management and Marketing Association, Member

April 2021 - Present

Varsity Softball, Team Captain

August 2020 - Present

- CSC Academic All-District 2022-2023
- MAC Academic Honor Roll 2020-2021, 2021-2022, 2022-2023
- NFCA All-America Scholar-Athlete 2020-2021, 2021-2022, 2022-2023

Girls on the Run Volunteer

December 2023

Service Trip in Costa Rica

May 2022

- Volunteered in a local community teaching residents the English language and CPR.
- Participated in the building of two local community centers.

Special Olympics Eastern Fall Sectional Volunteer

2021, 2023